

Message Text

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ACTION STR-08

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC PRIORITY 8599

UNCLAS TOKYO 15824

E.O. 11652: N/A

TAGS: ETRD, JA

SUBJECT: CONGRESSIONAL INQUIRY REGARDING TOYOTA PRICE POLICY

REF: STATE 237432

1. TOYOTA UNWILLING DIVULGE EX-FACTORY PRICES SINCE MANAGEMENT CONSIDERS THESE TO BE TRADE SECRET. HOPE FOLLOWING RETAIL PRICES OF STANDARD DOMESTIC MODELS SOLD IN TOKYO AREA WILL BE USEFUL IN RESPONDING TO CONGRESSIONAL INQUIRY. PRICES (IN THOUSAND YEN) APPLY TO NEW CARDS SOLD AFTER NOVEMBER 24, 1973 (PREVIOUS PRICES IN PARENTHESES):

(A) PASSENGER CARDS

PUBLICA 1000 DELUXE 506 (471)

STARLETT 4-DOOR 1200ST, 653 (615)

CAROLLA 4-DOOR SEDAN 1400 DELUXE, 618 (575.5)

SPRINTER 4-DOOR SEDAN 1400SL, 704 (661.5)

CARINA 1600 DELUXE 4-DOOR, 708 (646.5)

CERICA 1600 LIFT BACK 1600, 855 (790)

CORONA 1800GL 4-DOOR SEDAN, 838 (770)

MARK II SEDAN L, 958 ((898)

CROWN SEDAN 2000 DELUXE, 1,258 (1,178)

CENTURY D-TYPE, 3,015 (2,795)

(B) SMALL TRUCKS AND VANS

PUBLICA VAN 1000 DELUXE, 477 (447)

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CAROLLA 4-DOOR VAN 1200 DELUXE, 545 (509.5)

CORONA 1600 DELUXE, 704 (649)
MARK II VAN 1800 DELUXE, 773 (723)
CROWN VAN 2000 DELUXE, 977 (917)
LIGHT ACE TRUCK, STANDARD, 453 (423)
HI LUXE, 1-TON LONG BODY, 592 (557)
HI ACE 1-TON TRUCK, 578 (538)
TOYO ACE 1.5-TON TRUCK, 660 (620)
DYNA DIESEL 2-TON TRUCK, 948 (877)

(C) MINI-BUSES

COASTER 22-PASSENGER, 1,505 (1,399)

2. AS UPI DESPATCH INDICATED, TOYOTA HAS NOT REPEAT NOT INCREASED
PRICES OF MODELS EXPORTED TO U.S. STANDARD RETAIL
PRICES OF TOYOTAS IN U.S. AS OF DECEMBER 4, 1973, AS QUOTED BY
TOYOTA HEADQUARTERS, ARE AS FOLLOWS:

COROLLA, 1200 SEDAN, 2-DOOR	2,099 DOLS
COROLLA, 1600 SEDAN, 2-DOOR	2,479
CORONA, SEDAN, 2000 CC, 2-DOOR	2,629
CERICA LT, 2000 CC	2,999
MARK II, SEDAN, 2600 CC	3,624
LAND CRUISER, HARD TOP, 3900 CC	4,209
HI LUXE, 2000 CC	2,689

3. AS OF POSSIBLE FURTHER INTEREST TO CONGRESSMAN VANIK, NISSAN
MOTOR COMPANY (JAPAN'S SECOND LARGEST AUTOMOBILE MANUFACTURER) ALSO
RAISED PRICES OF DOMESTIC MODELS BY AVERAGE 6.5 PERCENT IN NOVEMBER.
NISSAN PRICE INFORMATION FOLLOWS BY SEPTTEL.
SHOESMITH

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